

2015 Economic Development Work Plan

Strategy	Description	Desired Outcome	Resources	Timing
Redevelopment				
Port Campus Square	Facilitate Dominion senior housing project	Complete project approved by Council in April	Staff time	2016
Port Riverwalk	Seek developers; relocate tenants in apartments on E. River Rd.	Development proposal; raze HRA-owned apartment buildings	Staff time	Sep. 2015
Riverdale Station TOD	Work with Anoka Co. to seek developer	Select developer	Staff time	Sep. 2015
Scattered Site Lots	Sell HRA-owned residential lots; identify potential acquisitions	Sell existing lots	Staff time	Dec. 2015
Technical Assistance				
Open to Business	Continue to market Open to Business program	Additional participation/success stories from Coon Rapids	Staff time	Ongoing
Economic Gardening	Encourage participation from Coon Rapids businesses; market program	Additional participation/success stories from Coon Rapids	Staff time	Ongoing
Outreach				
Networking Events	Host bankers' breakfast; manufacturers' breakfast; *broker event; *improve partnership with Metro North Chamber on quarterly Business Council meetings	Relationship-building; education of City resources; promotion of City	\$800	Sep. 2015
Business Update Newsletter	Semi-annual newsletter mailed to all businesses	Improved communication; market City resources (loan fund, technical assistance)	\$800	Dec. 2015
*Business Survey/ Visits	Conduct survey of businesses, 10 visits	Relationship-building; better understand issues and priorities; engage new businesses	Staff time	Sep. 2015
*Business Task Force/ Advisory Group	Approximately 9-member group to better engage businesses; staff to explore best practices	Provide feedback on City policies, assist with business retention and outreach efforts	Staff time	Dec. 2015
*Business Liaison Concept	One stop contact for businesses, key staff person; staff to explore best practices	Improve City service delivery for businesses	Staff time	Dec. 2015

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*Welcome Packets/ New Business Outreach	Distribute welcome packet to new businesses; acknowledge new businesses in newsletters	Recognize new businesses; improve City communications	\$500	Ongoing
Marketing				
Minnesota Marketing Partners	Continue involvement with MN Marketing Partners; assist with annual site selector tour	Bring national site selectors to Coon Rapids; market the City and region	\$500	Ongoing
Minnesota Commercial Real Estate Expo	Sponsor MNCAR; host booth at Expo	Relationship-building; market City	\$1,000	Oct. 2015
*Enhanced Communication	Talking points, elevator speech, improved annual indicators report, improved business directory, quarterly economic development report; business feature in newsletter; partnership with CTN Studios on business development content	More timely information; engage Council;	Staff time	Ongoing
*Web site/ parcel inventory	Revamp economic development pages of City web site, more robust inventory of available property	Improve marketing of available property and resources/incentives for businesses and developers	Staff time	Sep. 2015

*Denotes new activity for 2015.